

GRAPHICS PRO 2027 MEDIA GUIDE

APPAREL DECORATION | AWARDS & CUSTOMIZATION | SIGNAGE | WIDE-FORMAT PRINTING | WRAPS

GRAPHICS PRO's readers represent the collective B2B purchasing power of the entire graphics industry. We are the culmination of decades as the dominant industry voice in three related and aligned graphics segments: awards/personalization, signage/wide-format printing, and apparel decoration.

AD SPECS

AD SPECS

GRAPHICS PRO

DOWNLOAD PDF

REACH BY PLATFORM

46,500
Average Monthly Magazine Distribution

46,800
Average Newsletter Subscribers

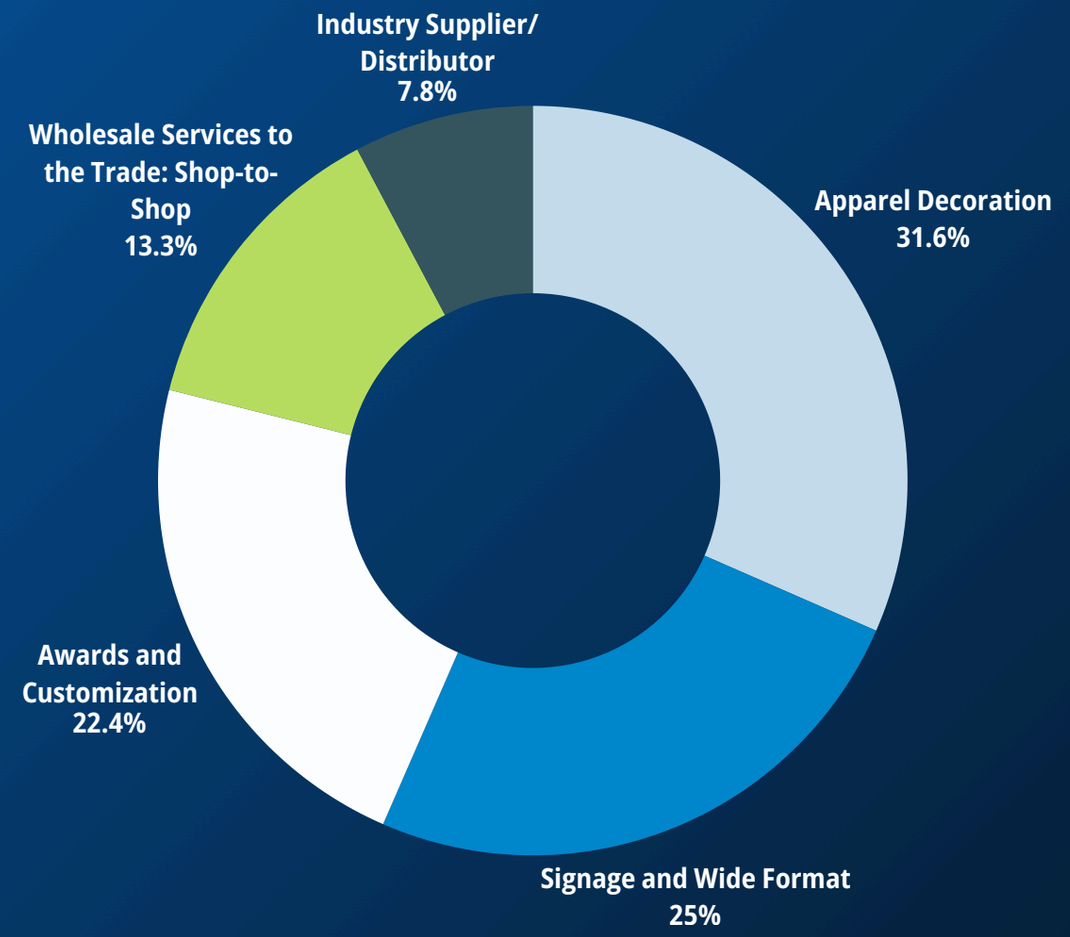
29,000
Average Monthly Website Views

55,000
Average Product Newsletter Subscribers

*Publisher data, Certified Audience Statement June 2026

AUDIENCE COMPOSITION

By Business



*individual respondents were able to select multiple industries, so the graph does not represent a total of 100%.

BY JOB TITLE

60%
Owner/President/CEO

18%
Management

78%
of subscribers are decision makers

GRAPHICS PRO 2027 EDITORIAL CALENDAR

PRINT AD SPECS

	JANUARY	FEBRUARY	MARCH
APPAREL	DTF in 2027: real shop results	Traditional screen printing inspires new trends	Womenswear: beyond mom shirts
SIGNAGE & PRINTING	Architectural signage 2027: materials, margins & sales approach	Guide to windows, walls & floors graphics	Fleet graphics in the vehicle wrap market
AWARDS & CUSTOMIZATION	Awards market outlook	CorelDRAW for awards shops	Don't miss out on these promo product opportunities
BUSINESS STRATEGIES	How top shops set prices and hold them	How to hire your first employee	Use CRMs to land bigger accounts
SPECIAL TOPICS	2027 state of the industries • Economic forecast 2027 industry events calendar	Hyper-local marketing for your shop • Shop profile	Women in graphics
ISSUE CLOSE DATE	12/1/26	12/30/26	1/29/27

	APRIL	MAY	JUNE
APPAREL	How to print high-opacity white on a dark performance fabric	Building recurring revenue around garments	AI for art & design in apparel decoration: tools that actually deliver
SIGNAGE & PRINTING	Soft signage: fabrics, framing, etc.	Multifamily signage: property management as a sign shop vertical	How to profile a new media in your RIP from scratch
AWARDS & CUSTOMIZATION	FSC-certified wood products for the awards market	How to sandcarve a deep-relief design in glass	The automated awards shop — laser nesting, job queuing & MIS ROI
BUSINESS STRATEGIES	Negotiating better terms with your suppliers	Building recurring revenue: retainer programs & subscription models	Cybersecurity basics every small business owner must know
SPECIAL TOPICS	Managing margins in a hybrid shop • Eco-friendly products	10 ways your website works against you • Shop profile	Winning the wedding market • Industry veterans
ISSUE CLOSE DATE	3/1/27	3/30/27	4/30/27

Bonus Distribution: ISA Sign Expo

MONTHLY TOPICS: SCREEN PRINT PROJECT • PHOTOSHOP • BUSINESS STRATEGIES

***Editorial content is subject to change and may run in any or all of GP's various media channels.**

GRAPHICS PRO 2027 EDITORIAL CALENDAR

PRINT AD SPECS

	JULY	AUGUST	SEPTEMBER
APPAREL	Fall sports season — winning the decorated apparel rush	Embroidery's resurgence in the market & how to tell that story to customers	Establish your business as a print on demand resource
SIGNAGE & PRINTING	Roll-to-roll & wide-format printing update: new hardware & media	How to wrap a full-size van: a panel-by-panel installation guide	Canvas, fine art & photo papers: substrate guide
AWARDS & CUSTOMIZATION	How to laser-engrave leather: settings, masking & finishing	Corporate recognition programs — landing & keeping enterprise accounts	Color fill engraving: paint, epoxy & UV ink techniques
BUSINESS STRATEGIES	Time management for shop owners: working on the business, not just in it	Understanding licensing	Working with e-commerce, beating the big boxes
SPECIAL TOPICS	Made in USA products • Shop profile	Vinyl wraps: send us your best pics	Is the price right? Setting prices for the holiday season
ISSUE CLOSE DATE	5/27/27	6/29/27 Baxter Reader Ad Study	8/2/27

	OCTOBER	NOVEMBER	DECEMBER
APPAREL	Childrenswear: trends, functionality, safety	Beyond apparel: sublimations in decoration	DTF, AI & beyond — apparel decoration innovations reshaping 2028
SIGNAGE & PRINTING	How to install a floor graphic that lasts: surface prep to overlaminate	LED signage: technology update & application guide	Digital features in physical signage: how customers are using QR codes, tap tags, etc.
AWARDS & CUSTOMIZATION	Q4 personalization boom — the awards shop's most profitable quarter	Shop safety for engraving & laser operations	How to UV-print full color on a glass award: prep to cure
BUSINESS STRATEGIES	Staffing for the surge: temp workers, overtime & cross-training	Succession planning: preparing your business for the long term	Strategic planning for 2028: a framework for shop owners
SPECIAL TOPICS	Win the walk-in: how to decorate your sales space	UV printers: one machine, three revenue streams • Shop profile	Supplier Spotlight • Wraps training • AI year in review
ISSUE CLOSE DATE	8/26/27 Q&A ISSUE	9/30/27	11/1/27

MONTHLY TOPICS: SCREEN PRINT PROJECT • PHOTOSHOP • BUSINESS STRATEGIES

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Special Opportunities & PACKAGES



SUPPLIER SPOTLIGHT

Share your company's story! Secure space in our Supplier Spotlight special section and receive dedicated space for a custom profile and photos to showcase your brand. Highlight your company's legacy, core values, standout team, or approach to business — whatever makes your brand unique.

"I love GRAPHICS PRO magazine. It is a great source of information on the latest trends in the industry and provides industry experts an opportunity to share ideas, products, and/or lessons learned. The vendors' information in the magazine is great for use in finding new product sources."

- Debra Daniels
GRAPHICS PRO subscriber

Opportunities in PRINT

Print publications are trusted, credible sources that readers return to again and again. Their tactile nature deepens emotional connection and boosts message retention. Print advertising builds brand recognition, loyalty, and trust — all key drivers of purchasing decisions.

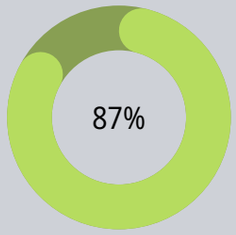




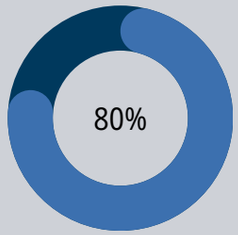
"GRAPHICS PRO is a valuable tool/resource. I always get something out of every issue. I primarily use it to get quick updates on industry issues. I also use it to find suppliers and as a training aid for meetings with my team."

- Jonathan Elam
GRAPHICS PRO subscriber

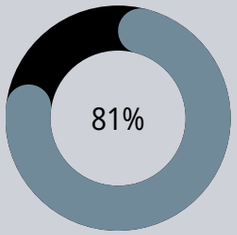
Baxter Ad Study August 2026



87% of respondents are regular readers of GRAPHICS PRO and report reading three or four of the four most recent issues



80% of readers use GRAPHICS PRO for new product information



81% of readers prefer industry publications for industry news and educational content





Respondents report that they pass along their issues of GRAPHICS PRO to a mean number of 1.3 other professionals



Readers spend an average of 31.8 minutes reading the issues

Source: Baxter Ad Study August 2026

Ad Specs

WEBSITE

Opportunities

[VISIT OUR WEBSITE]

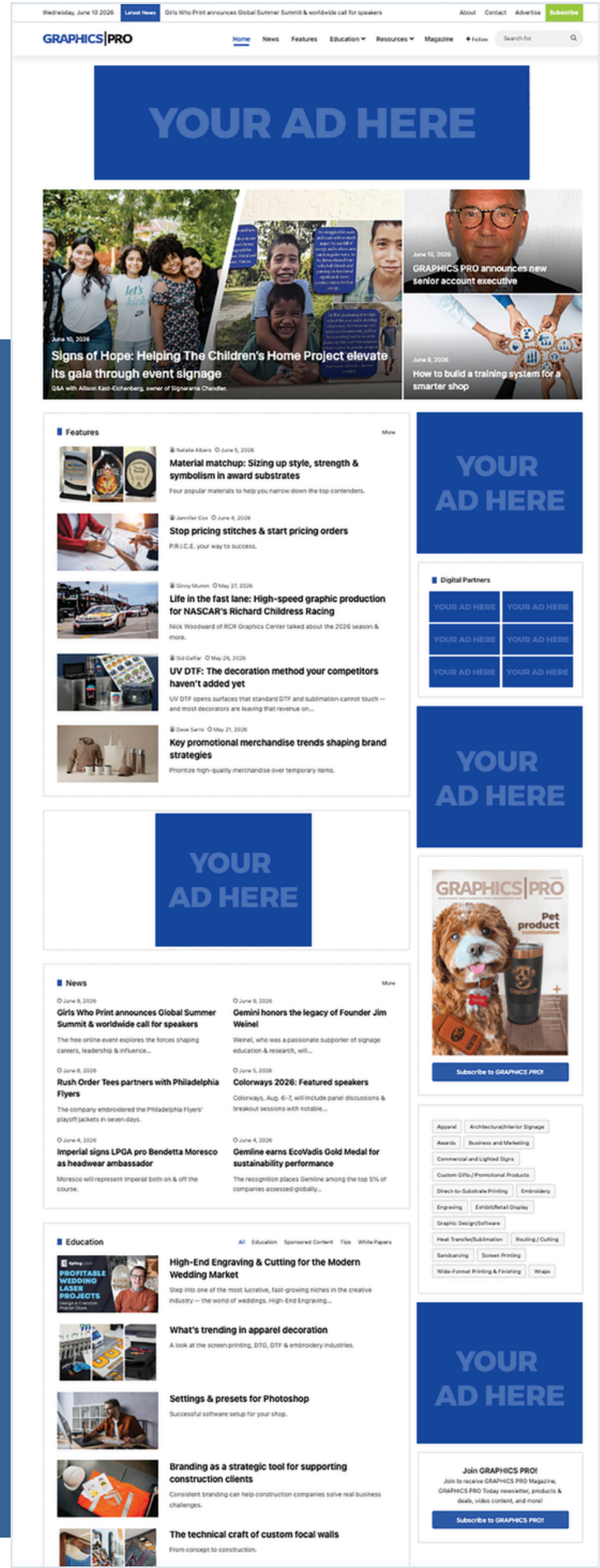


WEBSITE
Sponsorship

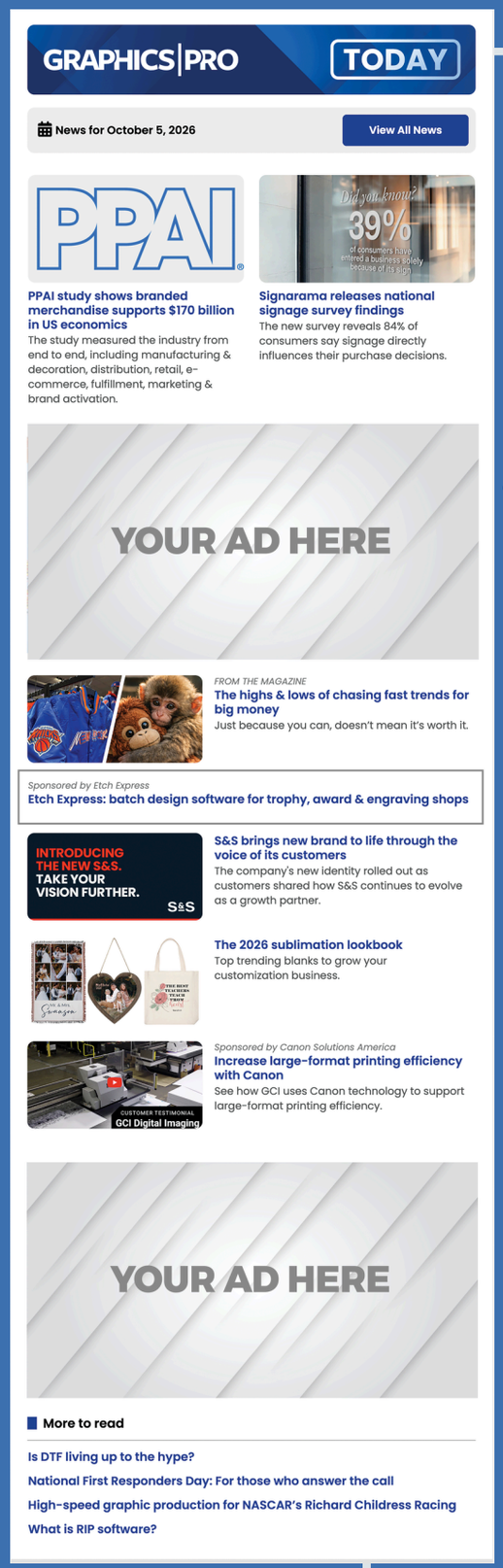
- Limited to just six advertisers per month
- Includes your logo and two standard display ad sizes featured on every page across the site

Secure your placement to ensure consistent exposure to the GRAPHICS PRO audience.

Ad Specs



EMAIL
Opportunities

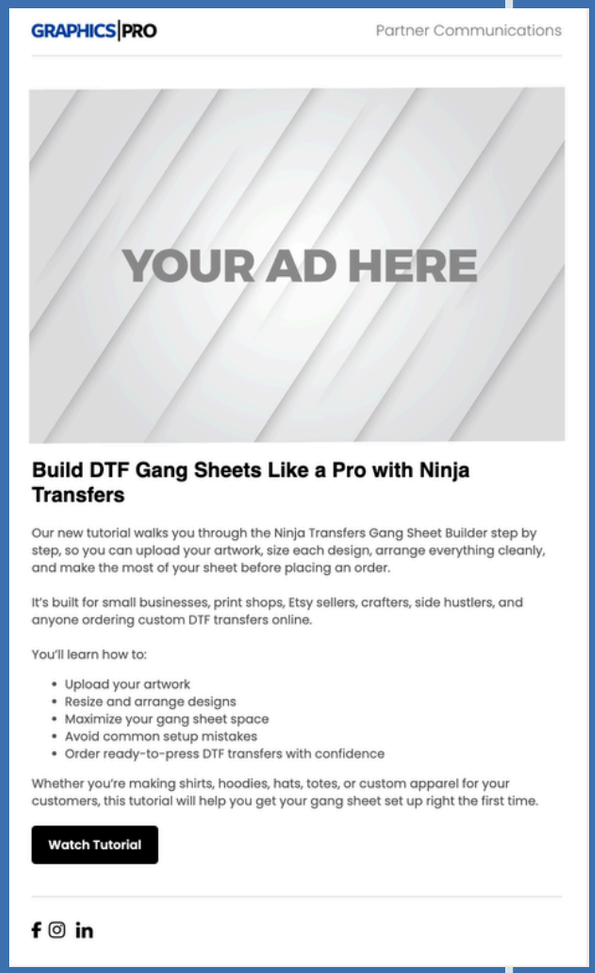


EMAIL NEWSLETTER SPONSOR

- Limited to two sponsors per send
- Choose between a display ad (image only) or an advertorial (image + text)
- Sent three times weekly to an opted-in, engaged audience
- Features prominent, large-format creatives for maximum exposure
- One headline/text ad available per send
- Uses our mobile-responsive template

SEE THE GP TODAY NEWSLETTER

AD SPECS

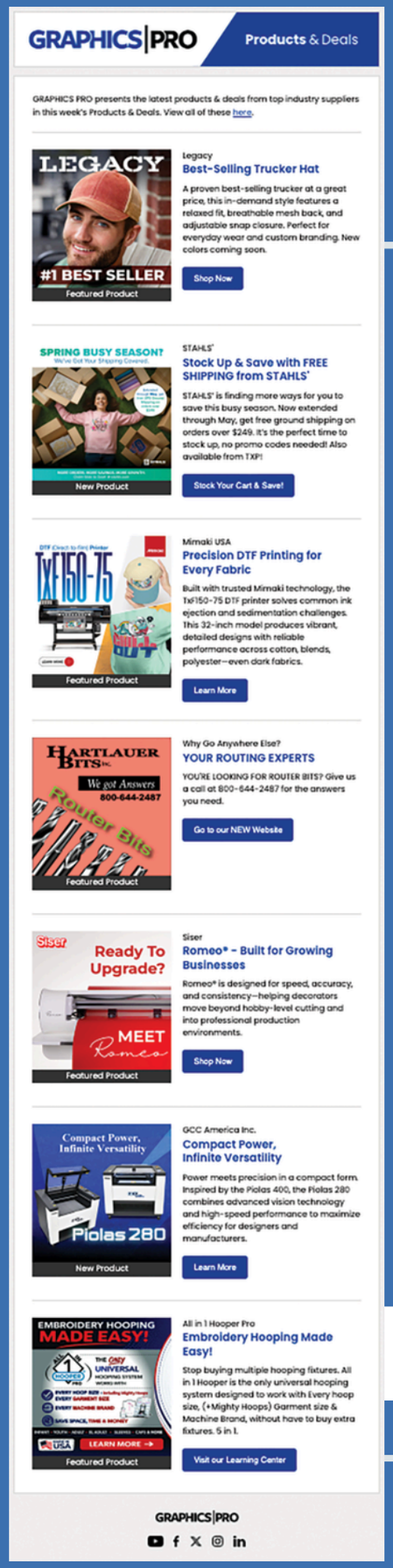


DEDICATED SPONSOR EMAIL

- Limited deployments per week
- Sent to our entire digital subscriber base, or broken down by demographic
- Uses our mobile-responsive template

SEE A GP DEDICATED SPONSOR EMAIL

AD SPECS

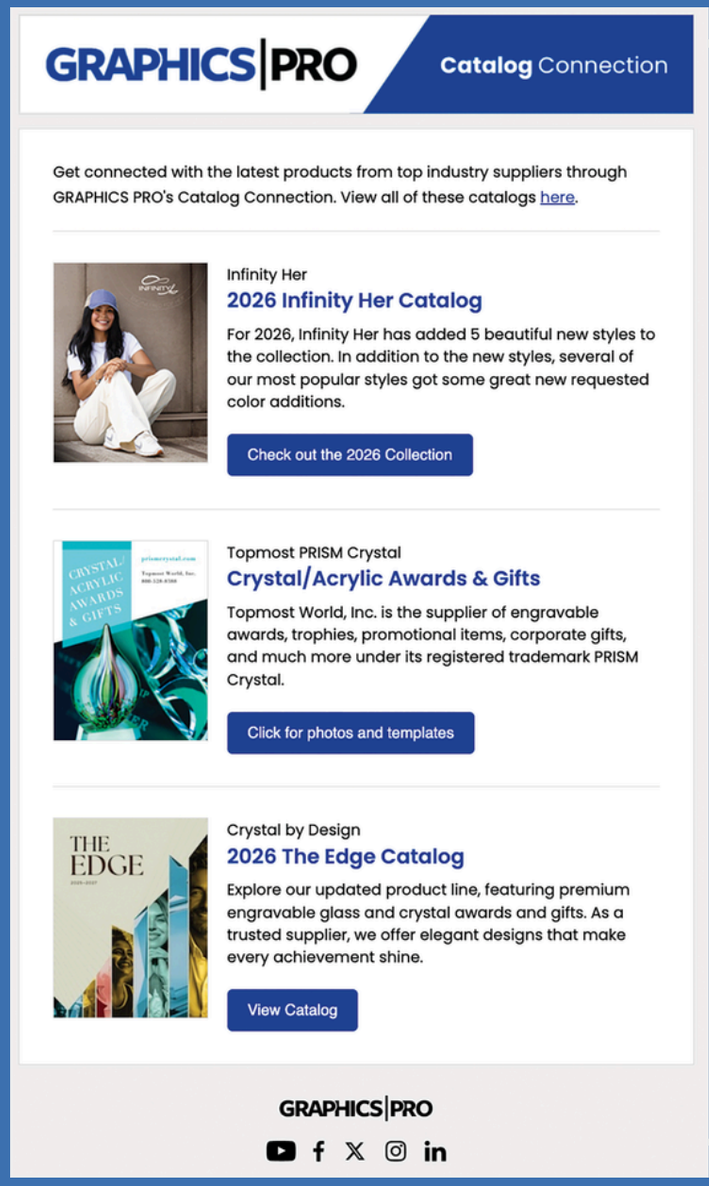


PRODUCTS & DEALS

- Deployed once per week
- Includes a clickable title, image, and call to action
- Best for highlighting innovations or time-sensitive promotions
- Featured in email and on GRAPHICS PRO website

SEE THE GP PRODUCTS & DEALS

AD SPECS



CATALOG CONNECTION

- Includes a clickable title, catalog image, and call to action
- Deployed quarterly and featured on the GRAPHICS PRO website throughout the quarter

SEE THE GP CATALOG CONNECTION

LEAD GENERATION

& Thought Leadership

SPONSORED CONTENT

WHITE PAPERS, E-BOOKS, CASE STUDIES & VIDEO

Your campaign includes:

- Lead capture through gated content requiring registration
- High-visibility placement on the GRAPHICS PRO website
- Promotion in the GRAPHICS PRO newsletter, reaching thousands of engaged subscribers
- Dedicated e-blast to our opted-in newsletter audience
- Social media exposure across LinkedIn, Instagram, and Facebook

Deliver value, demonstrate expertise, and collect qualified leads from across the graphics industry.

VIEW SPONSORED CONTENT

45-60

Average Leads per Sponsored Content Piece

165-185

Average Webinar Registrants

80-100

Average Webinar Attendees

52.7%

Average Webinar Attendance Rate (Attendees/Registrants)

Source: Publisher's data, June 2025-June 2026

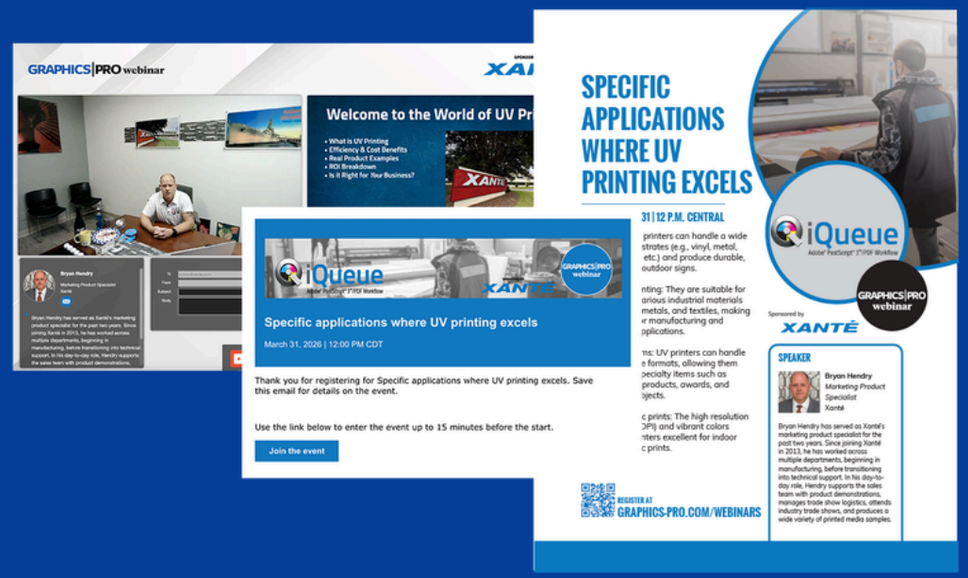
WEBINAR OPPORTUNITIES

EDUCATIONAL, PANEL & PRODUCT-FOCUSED WEBINARS

Program Includes:

- Full-page promotion in GRAPHICS PRO magazine
- Promotional placement on the GRAPHICS PRO website
- Exposure across GRAPHICS PRO's social media platforms
- Featured inclusion in GRAPHICS PRO's daily newsletter
- Targeted e-blasts to event-focused subscribers
- All webinars are recorded and hosted on the GRAPHICS PRO website for on-demand viewing, continuing to deliver value beyond the live event
- Access to a dynamic webinar platform with 20+ engagement tools, enabling sponsors to interact with participants during the live session and follow up on demand

VIEW WEBINARS



From Our

PARTNERS















"The team at GRAPHICS PRO gets it. They understand our audience, they're proactive, and they've helped us highlight STAHLS' products and services in meaningful ways. Their support connects us with decorators using targeted, credible coverage across both print and digital placements. GRAPHICS PRO ensures that STAHLS' solutions get to the right audience. It's a true partnership that delivers visibility and value. We appreciate the engagement and love the credibility they provide in the industry."

- Dave Harding, Marketing Campaign Manager, STAHLS'

ColDesi

Built on Trust. Driven by Innovation.

"The GRAPHICS PRO Team has been an exceptional partner to ColDesi Inc. From the very beginning, our Account Executive, has provided invaluable guidance, ensuring that all our needs are thoroughly understood and met. His expertise and attentive approach have been instrumental in crafting a package to achieve our business goals.

Moreover, the entire team at Graphics Pro has consistently demonstrated excellent communication skills, keeping us informed at every step of the process. They have always treated us with the utmost respect and consideration, making us feel like valued customers. Their commitment to customer satisfaction is evident in every interaction, and their professionalism sets them apart in the industry.

We highly recommend Graphics Pro to any company seeking a reliable and knowledgeable partner. Their dedication to excellence has made a significant positive impact on our business, and we look forward to continuing our successful collaboration."

-Marc Vila, Director of Marketing, ColDesi Inc.























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